

Strategic Clarity Through SWOT Analysis

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Agenda

- What is SWOT Analysis?
- Breaking it Down
- How to Use SWOT
- Why it Matters

What is SWOT Analysis?

- SWOT: Strengths, Weaknesses, Opportunities, and Threats
- A strategic framework to assess internal and external factors
- Purpose:
 - Clarify direction
 - Identify risks and advantages
 - Guide planning and action

Breaking it Down

Category	Description	Example
Strengths	Internal assets or advantages	Strong leadership team
Weaknesses	Internal limitations or challenges	Limited digital infrastructure
Opportunities	External trends or openings to leverage	Capital Outlay
Threats	External risks or obstacles	Regulatory changes or compensation pressure

How to Use SWOT

- **Step-by-step suggestions:**
 - Gather input from stakeholders
 - Brainstorm each quadrant honestly
 - Prioritize based on impact
 - Use insights to guide strategy
- **Applications suggestions:**
 - Business planning
 - Policy development
 - Program evaluation
 - Team alignment

Why it Matters

- **Key takeaways:**
 - SWOT is simple, but powerful
 - Encourages strategic thinking and collaboration
 - Helps leaders anticipate challenges
- **Closing thoughts:**
 - Use SWOT to turn insight into impact
 - The analysis should be specific, actionable, and measurable

THANK YOU

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